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Press release

Egypt shows why it is ranked as the number one offshoring location in the EMEA

ITIDA to attend Shared Services and Outsourcing Week

Cairo, May 18th, 2010 – ITIDA, Egypt's Information Technology Industry Development Agency, will be in Scotland, UK, from the 24th May 2010 for the Shared Services and Outsourcing Week to showcase the benefits of Egypt as a destination of choice for global services delivery.

The ITIDA delegation led by Amin Khaireldin, Strategy Advisor and Board Member, will be participating in a number of panel discussions, supported by representatives from IBM, Vodafone International Services and EMC Egypt Center of Excellence. ITIDA will also have a booth (number 29) in the main exhibition area.

Commenting on ITIDA's presence, Amin Khaireldin said, "This is a great opportunity for us to show what Egypt has to offer companies considering business process outsourcing and for them to hear firsthand about the experiences from multinational companies that have already set-up facilities in Egypt."

During the event, ITIDA will be participating in three discussions:

- The sourcing decision: An emerging location for tomorrow's global footprint, 25th May 2010 from 9:20-9:50am
- Egypt On global sourcing: Opportunities and case studies, 25th May 2010 from 9:50-10:30am (*Moderator: Phil Fersht, Founder of Horses for Sources*)

- Global shoring decisions: Your long-term guide to locations, 25th May 2010 from 10:30am

"The trends towards outsourcing and offshoring are expected to grow in a more aggressive and diversified manner. Driven by a changing environment, the O&O industry is expected to triple in size over the next 10 years and with this growth, the decision making process regarding the best 'offshoring mix' to select a suitable sourcing location is continuously evolving," adds Amin Khaireldin.

With global companies aiming to deliver the best services to their clients in the most efficient manner, selecting and managing a network of delivery locations is becoming a pressing issue. The latest A.T.Kearney index on global services locations ranked Egypt sixth globally and first in the EMEA region due to its competitive advantages and unique mix of offerings.

During the panel discussions, ITIDA and its delegation will provide an overview of why companies chose Egypt, its value proposition and the challenges of doing business. They will also provide a compelling story on the distinctive offerings Egypt has for O&O business, from infrastructure to human resources and most importantly proactive government support.

- ENDS -

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About ITIDA:

The Information Technology Industry Development Agency (ITIDA) is a governmental entity affiliated to Egypt's Ministry of Communications and Information Technology. It is responsible for growing and developing Egypt's position as a leading global outsourcing location by attracting foreign direct investment to the industry and maximizing the exports of IT services and applications.

Located in the heart of the modern business environment at Smart Village, the six hundred acre business park on the outskirts of Cairo, ITIDA is a self sustainable entity that drives the IT industry in Egypt and raises awareness among the Egyptian people of the benefits and use of ICT to advance socio-economic welfare of the whole community.

For further information on ITIDA, visit www.egypton.com or www.itida.gov.eg

Press release

Tech boom boosts Egypt's Economy

A buoyant start to the year for Egypt's information and communications technology fuels economic growth

Cairo, May 13, 2010 — Egypt's economy grew by 5.8 percent in the first quarter of 2010, accelerated by the 11.3 percent growth of its ICT industry.

Reports by the Economic Development Minister revealed the growth was at its fastest pace in almost two years and is expected to hit as high as 5.3 percent in the fiscal year ending June, up from 4.7 percent in the previous year.

Egypt remains one of the world's fastest growing outsourcing destinations and has seen huge investments in the last year with companies including Sykes Enterprise and Stream Global Services. ITIDA has also signed an Memorandum of Understanding (MoU) with Intel Corp to further boost the potential of Egyptian information and communication technology (ICT) companies by using Intel's technical expertise to improve their potential and develop products and technical solutions.

Commenting on the growth of the sector, Dr. Hazem Abdelazim, CEO of the Egypt's Information Technology Industry Development Agency said: "We have had a positive start to the year with new companies investing and local companies developing and expanding their capabilities and services. The sector is going from strength to strength and is evidently having a huge impact on the overall growth of our country. We are confident that the sector will continue to grow during the remainder of 2010 and that we will see more multinational companies expanding and outsourcing their business to Egypt."

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Egypt continues to invest in its infrastructure and intellectual property and piracy are two areas that it is aggressively tackling. In the 2009 Business Software Alliance (BSA) and IDC Global PC Software Piracy Study published this week, Egypt's piracy rating remained at 59% for the second year, despite overall global levels rising in 2009.

Egypt's rating has dropped by 5% since 2005 and, at 59%, its ratings are lower than other leading outsourcing destinations such as Morocco (66%), China (79%) and the Philippines (69%).

Dr. Hazem Abdelazim adds, "Reducing piracy continues to be a challenge for the sector globally. In Egypt, we are continuing to make this a priority and are making good progress. Our rate remains lower than some other destinations around the world, and shows why Egypt has become a leading destination for global outsourcing. "

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Press release

ITIDA Joins Forces with IDC to Boost IT Links Between Egypt and the Gulf

Date Published: 13 May, 2010

Egypt's Information Technology Industry Development Agency (ITIDA), the executive IT arm of the country's Ministry of Communications and Information Technology, is delighted to announce details of its upcoming 'Business Without Barriers' conferences to be held later this month in Riyadh and Dubai.

Held in conjunction with International Data Corporation (IDC), the premier global market intelligence and advisory firm for the information technology and telecommunications markets, the conferences aim to support the growth and development of Egypt's IT Industry through the facilitation of mutually beneficial relationships between Egyptian and Gulf-based IT companies.

Egypt is among the world's fastest-growing locations for global outsourcing and offshoring, and the country offers a world-class, cost-effective alternative to organizations looking to adopt the outsourcing model. Together with IDC, ITIDA has been working on a research-led go-to-market program called 'Go-to-GCC' that is aimed at partnering Egyptian IT organizations with leading systems integrators and channel partners from the Gulf region.

"ITIDA is very pleased to have IDC as a partner in this important project," says Dr. Hazem Y. Abdelazim, CEO of ITIDA. "We are anticipating great success for the events because of all the efforts exerted over the past six months. Communicating our partnership message in the Gulf is key to creating new business opportunities for Egyptian IT companies and their counterparts in the GCC region. Our companies are looking forward to attending the two events and are sure of a positive outcome that will further solidify our business relations with our partners in the Gulf".

Most forums for business networking tend to have a very low success rate as insufficient time is spent on researching and identifying viable business opportunities. However, the 'Business Without Barriers' conferences mark the culmination of six months of intense research by IDC's most senior consultants and analysts as they have sought firstly to identify skills, products, and solutions within select Egyptian IT companies that are in demand in the Gulf region, and then match them with relevant systems integrators and channel partners from the GCC nations.

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These two highly structured and targeted go-to-market gatherings will host an ICT trade delegation from Egypt in order to aid the development of invaluable long-term business partnerships between Egyptian and Gulf-based companies. As well as facilitating unrivalled intelligent networking opportunities at the event itself, IDC will also act as a facilitator in the six-month period following the conferences, providing support for both Egyptian and Gulf-based organizations as they seek to develop and sustain viable business partnerships.

The Dubai event will take place at the Madinat Jumeirah on Monday, May 24, while the Riyadh event will take place at the city's Four Seasons Hotel on Wednesday, May 26. For more information about these two exciting, invitation-only events, please contact Ronita Bhattacharjee, Associate Vice President for Conferences at IDC Middle East, Africa, and Turkey, at rbhattacharjee@idc.com or on +971 4 391 2747.

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Press release

ITIDA Holds 4th ITAC Meeting

Cairo, Egypt, 17 March, 2010 - Information Technology Industry Development Agency (ITIDA) organized on March 17th, 2010 the 4th meeting of Information Technology Academia Collaboration (ITAC).

The meeting was held under the auspices and in the presence of Minister of Communications and Information Technology Dr. Tarek Kamel and Minister of Higher Education and State for Scientific Research Dr. Hani Helal.

Dr. Kamel and Dr. Helal honored the students and researchers who completed the best 20 graduation projects for 2009, granting them certificates of merit.

Faculty of Computer and Information Science at Ain Shams University received an award for acquiring the biggest number of graduation projects funded during the academic year 2008 - 2009.

The best six graduation projects; winning a scholarship to the Entrepreneurship Qualification program to qualify them to join ITIDA's Technology Incubators Program, were announced during the event.

They will be supported and sponsored as projects qualified to grow and turn into major companies that are likely to compete in Egyptian and international markets.

The meeting agenda involved a presentation of some projects for products development that have been funded and finalized.

Researchers presented details about their projects, points of strength and success stories. Some of these projects managed to penetrate Asian markets like Japan and Arab markets such as Saudi Arabia in addition to local markets.

ITIDA submitted a recognition award to Vodafone for the company's contribution to offering summer training to students and its cooperation with ITAC.

ITIDA also offered the Japanese Telecom company a similar award for training students in a number of Egyptian governorates.

Moreover, Faculty of Engineering, Mansoura University, was awarded for the large number of students participating in summer training.

ITAC, launched for the first time by ITIDA in 2006, aims to promote cooperation in the areas of IT industry and academia through linking academic research to the industry, market needs and companies.

To achieve such goals, the initiative has selected the type of projects through which collaboration between the IT sector and academic research can be maximized.

The program includes 4 research modules set by the ITAC steering committee which include Cloud Computing, Cyber Security, Green ICT and Mobile Applications.

ITAC supports six main programs. Four programs of Product Development Projects, Advanced Research Projects (ARP), Patent Filing Program (PFP) and ITIDA Fellowships are dedicated to Postgraduates. The two other programs are offered to undergraduates in the form of graduation projects and summer training.

During the meeting, ITIDA showcased the projects funded in the third and fourth phases of the initiative and the 130 graduation projects it sponsored last year.

A total of 2586 university students participated in the Summer Training Program. ITIDA has coordinated with IT organizations and companies to host students during the summer vacation based on an agreement between them and the universities about the training program duration and agenda.

The companies, throughout the training phase, involved the students in running projects and practical on job training to help them obtain practical experience and qualify them to join the marketplace after graduation. ITIDA grants each student 500 L.E. per month during the training period up to a maximum of 2 months.

ITAC has funded several projects during the time from 2006-2009. A total of 17 development projects, 12 advanced research projects and four fellowship programs have been sponsored so far.

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Press Release

Dr. Kamel Holds Talks with US State Department Officials

Minister of Communications and Information Technology Dr. Tarek Kamel held talks yesterday with Ms. Lorraine Hariton, Special Representative for Commercial and Business Affairs at the US Department of State.

Cairo, 16 March 2010: Dr. Kamel also met Mr. Steven Koltai, Senior Advisor for Commercial Affairs at the department's Bureau of Economic, Energy and Business Affairs. Mr. Koltai is responsible for designing and implementing the Global Entrepreneurship Program (GEP) at the US State Department.

The meeting, held in the presence of US Ambassador to Egypt Ms. Margret Scobey, conferred the Egyptian-US partnership in disseminating the culture of entrepreneurship, business leadership and technological innovation adopted by the US Administration.

The US officials' visit goes in line with the initiative the US President Barack Obama had announced in Cairo in June 2009. President Obama expressed his intention to hold a summit to disseminate the culture of business leadership, entrepreneurship and technological innovation in the Muslim World.

President Obama also announced the foundation of a fund for supporting technological development in Muslim dominated countries. Such a fund will contribute to providing new ideas to the market in order to generate more job opportunities.

In addition, he called for establishing centers of excellence in Africa, the Middle East and South-East Asia as well as assigning science delegates to cooperate in programs for developing new power resources and green information and communication technology (ICT).

Last February, senior officials from Ministry of Communications and Information Technology (MCIT) met with Mr. Koltai to discuss Egypt's participation in the US Administration initiative.

Egypt was selected, among 12 other countries, as the first country to carry out the initiative.

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The selection came after the US Administration sensed the readiness, cooperation and support of the Egyptian Government. Other factors are the availability of the required mechanisms and distinguished scientific facilities such E-Learning Competence Center (ELCC), Nile University, Technology Incubators Program and Business Plans Competition sponsored by Information Technology Industry Development Agency (ITIDA).

MCIT currently implements a plan for technological innovation and creativity and development of the culture of private business (2011-2013). The plan is executed through an initiative involving several international partners to make use of the efforts exerted globally and create a leap in technological innovation. This in turn will serve the socio-economic development plans in Egypt.

ELCC currently carries out a program for entrepreneurship skills in collaboration with Cisco Systems. The program has been applied on several small and medium-sized companies via the use of the center's network that covers 700 e-learning centers nationwide.

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Press Release

ITIDA and Intel Sign MoU on Boosting Innovation and Supporting Technology Incubators

Date Published: 18 February, 2010

Information Technology Industry Development Agency (ITIDA) signed on February 18, 2010 a Memorandum of Understanding (MoU) with Intel Corp. The agreement works on developing and boosting the potentials of Egyptian information and communication technology (ICT) companies via making use of Intel's technical expertise.

Based on the agreement, Intel will help Egyptian companies improve their potentials and develop their products and technical solutions.

The MoU items are divided into two parts. The first part has to do with the Technology Incubators Program carried out by ITIDA. Intel will offer consultations, cooperate in evaluating the projects that sign up for the Business Plan Competition and define the competitiveness of each business plan during the incubation period.

In addition, Intel will provide the incubated companies technical support and training on the Intel latest technologies and solutions. Intel will also encourage these companies to join the Intel® Software Partner Program and make use of all the benefits it entails.

Moreover, Intel will supply the incubation program with software development tools to help in the quality testing and assessment processes of the software produced by the incubated companies.

Additionally, Intel will support these companies by showcasing their products and solutions at Intel's local, regional and international conferences and exhibitions.

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ITIAD CEO Dr. Hazem Abdelazim said that the MoU aims to maximize bilateral collaboration in a bid to serve creativity and innovation in IT, stressing the advantages that incubated companies are likely to gain through such cooperation.

Vice President of ITIDA Dr. Sherif Hashim confirmed that the Technology Incubators program is one of the most important projects that contribute to turning inventive ideas and business plans into concrete successful businesses through the support the program offers the companies.

Christos Georgiopoulos, General Manager, Developer Relations Division, Intel Software and Service Group, noted that software programming plays a key role in economic activities.

The mission of the program, Georgiopoulos explained, is to sponsor and support the software programming environment in Egypt through integrating and developing the resources of planning, sales and marketing and technical processes designed to help businesses to grow and expand in international markets. Georgiopoulos expressed happiness that Intel will take part in supporting Egyptian startup companies.

The second part of the MoU is based on boosting cooperation between ITIDA and Intel through Intel Software Influencer Program. Implemented by ITIDA, the purpose of the program is to support the innovation and production of software programs as well as support companies specialized in this domain through facilitating for them technological and marketing tools.

Intel, based on the cooperation, will promote the diverse programs and initiatives carried out by ITIDA on the level of the members of the Intel program.

Furthermore, Intel will provide the ITIDA database member companies the same benefits. Additionally, ITIDA will promote Intel program among the companies registered in its database.

Taha Khalifa, Intel Egypt Country Manager, said that Egypt is a promising IT hub. "We have always been seeking an opportunity to help startup companies and offer them training and infrastructure," Khalifa said.

"We believe that working with startup companies is very important in order to raise the standard of innovative thinking in the Egyptian IT market. This will eventually lead to the creation of a local internet protocol as well as an increasing recognition of patents," he added.

The MoU reflects ITIDA's keenness on encouraging innovation and creativity in IT as well as Intel's commitment to help enhance the Egyptian ICT market.

The agreement also goes in line with ITIDA's keenness to enhance the principle of public-private partnerships.

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About ITIDA

Located in the heart of modern business environment at the Smart Village, The Information Technology Industry Development Agency (ITIDA) is a governmental entity spearheading the development of the Egyptian IT sector and increasing its global competitiveness. ITIDA, an affiliate of the Ministry of Communications and Information Technology (MCIT), is tasked with the focal role in the developing the IT industry through identifying the needs of the local industry and addressing them with tailored programs. The agency is considered to be a one-stop-shop for foreign investors and a strategic advisor



to Multi-National Companies (MNCs) investing in the Egyptian IT sector. It further plays a leading role in enhancing the Egyptian cyber security and data protection framework towards a more secure e-Business and Business Process Outsourcing (BPO) services positioning.

About Intel

Intel is the world leader in silicon innovation, developing technologies, products and initiatives to continually advance how people work and live.

Press release

Egypt sees potential to Double the size of its Global ITO and Engineering Services market and triple its Global BPO market

His Excellency, Ambassador of Egypt and senior representatives of companies operating in country host seminar at NASSCOM 2010 on Egypt as the global service delivery leader of the EMEA region

India, Mumbai, February 10, 2010 — Speaking at NASSCOM 2010, His Excellency Mohamed Higazy, Ambassador of Egypt, made a strong case for investment into economies like Egypt that have an abundance of qualified human capital and strong growth potential. He emphasized that the country continues to strengthen its position in the market through a series of successful partnerships.

Speaking about what Egypt can offer companies investing in the country, Mr. Amin Khaireldin, senior advisor and board member of Information Technology Industry Development Agency (ITIDA) said, "Egypt provides many unique advantages as a location for BPO and ITO to Europe and the Middle East. What sets Egypt as a favorite for investments in the sector include its sizable talent supply, structurally low cost of operations, quality and scalable infrastructure, conducive business environment and proven industry track record."

Hossam Megahad, board member of ITIDA added, "Egypt's concept is proven by the large presence of multinational and major regional companies. There are currently 15,000 direct export oriented professionals, 22,000 for domestic business accounts, over 300,000 active bloggers and over 50,000 indirect jobs are supported by the industry."

Adding to the voice of ITIDA, were industry leaders such as Ramachandra Murty Yadaville, head of marketing at Wipro Egypt who appreciated ITIDA's outstanding

support in helping Wipro scale up their staff to 300 people by end of the year; Hari Garg, vice president of CRM global delivery competency at IBM Daksh who added credence to the quality of language and multilingual skills in Egypt to converse in over 22 global languages; Ricardo Langwieder-Gorner, director of business development EMEA at Stream Global Services who highlighted the attractive costs structure of Egypt which is lower compared to India in the BPO sector.

Further support came from Joachim Dold, general manager of SQS Egypt, a company that specializes in software testing; Alla El Khishen, general manager of ECCO, who complemented ITIDA on the support provided to his company that works on inbound and outbound services of the BPO sector and Hassan El-Shawarby, general manager of Raya, who attributed the company's success in company receiving COPC certification and accreditation three years running to the support given by ITIDA.

Egypt has been highly aggressive over the past decade in delivering on major infrastructure, bandwidth, educational and telecommunications projects to drive increased interest in companies looking to establish major global service delivery centers in the country.

Mr. Amin Khaireldin added, "Egypt is now at the new crossroads o next stage in the IT revolution. With a long history of innovation, we are a young, energetic country with a population that grew up in the technology world. We have built a nation around technology and Egypt is now a hub for innovation and research, cyber security and cross-border collaboration."

Currently, companies such as Microsoft, IBM, Oracle, Vodafone, Orange, Mahindra Satyam, Teleperformance, Wipro, SQS, Valeo, Alcatel among many others all have offices in Egypt's Smart Village, a 600-acre technology business park in Cairo.

Egyptian leadership is also focused on collaborating with companies to advance the penetration of the Internet in Egypt and to get the nation on the forefront of technological developments, while at the same time focused on protecting and supporting its youth in using the Internet as a means of creativity and innovation.

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About MCIT:

For more information about the Egyptian Ministry of Communications and Information Technology go to: www.mcit.gov.eg

Egypt recognized for government support of ICT sector

Egypt placed in latest Gartner 30 Leading Locations for Offshore Services report

Cairo, 22 December, 2009: Egypt continues to a leading global outsourcing destination of choice, being included for the second year running, as one of Gartner's 30 leading locations for outsourcing services.¹

This year, Egypt has been recognized by various institutions for the significant level of support its ICT sector receives from the Egyptian government, as well as its advantageous cost structure.

Egypt, alongside Ireland, provides good government support to its ICT sector, creating an environment that is committed to developing educational systems, building a pool of skilled workers and actively promoting the country's attributes.

Commenting on this year's findings, Dr. Hazem Y. Abdelazim, CEO for Egypt's Information Technology Industry Development Agency (ITIDA) said: "Once again we are delighted that our investment into Egypt's ICT sector and our efforts in promoting Egypt as a leading global outsourcing location has been recognized. We remain committed to developing our educational systems and will ensure that we can continue to provide a sustainable pool of skilled workers to support our growing ICT industry."

¹ Gartner's 30 Leading Locations for Offshore Services, Ian Marriott, published 19th November 2009

* Egypt was ranked 15th in Heidrick & Struggles' Global Talent Index for its quality of universities and business schools in September 2007



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